



Revenues Up, Income Down

Results are in for Digital's second quarter of fiscal year 1991 and, with sales increasing 5% over the same period last year, there's good reason for confidence.

Despite the fact that net income continued to fall — first quarter net income also fell, though much of it was attributed to a \$US241-million stock repurchase — there are positive signs that expense control measures and ongoing investments are starting to pay dividends.

We have the whole story on page 5.

“ The opening of this facility represents a great display of faith in the future of the Australian information industry. ”

— Gerry Peacocke, MP

Digital's new Regional Headquarters at Rhodes (SNO) was opened on December 10, with nearly 400 guests in attendance. Inset: Subsidiary Manager Frank Wroe (left) and the man who officiated at the ceremony, Mr Peacocke, NSW Minister for Business and Consumer Affairs.

NEW OFFICES
SEE STORY ON PAGE 7

Overview: Albert Cuschieri

Since the company's inception, customer satisfaction has been our over-riding priority, excellence has been our hallmark and hard-working, loyal people have been valued as our greatest asset.

Roll all three into one, and the name of Albert Cuschieri, Sales Executive II, comes to mind. The most awarded Salesperson in the company, Albert retired in March after a 25-year career that saw him win nine DECathlons, seven of them consecutively, and fifteen DEC100s as well as being, for many of those 25 years, the longest-serving employee in SPR.

Throughout that illustrious career, the secret to Albert's success could be found in an attitude that parallels Digital's sales philosophy: to completely satisfy customers' needs before, during and after the sale.

For Albert, that meant developing an ongoing relationship with the customer and paying close attention to every detail. Knowing the products he was selling, knowing the industry that he was selling into, knowing the competitors' products and knowing how to use our internal resources all allowed Albert to define the solutions critical to the customer's success in the future.

"Commitment and consistency are probably the greatest attributes you can offer a customer, particularly in the Nineties," says Albert. "It's possible that in the future, technological advances and fierce competition will mean that products won't be as great a differentiator as the attitude of the company selling those products."

"Digital has to provide the overall solution — even acting as advisor, marketer and entrepreneur, and out of that will come further sales opportunities."

With responsibility for some of SPR's largest customers, including Comalco, Johnson & Johnson and CSR, Albert was well equipped to claim that "expert account management is the essential thread of the future."

Perhaps fundamental to his approach was Albert's close attention to every detail, and therein lies a lesson to everyone: "It's essential to follow up that customer query, no matter how meaningless it may seem at the time. If something has gone wrong with their system, it matters to them that you take a personal interest in it, not just leaving it up to the support staff."

"Similarly," Albert continues, "when a transaction goes wrong and you are still building a relationship with an account, take an interest in following up the resolution even if it is not your responsibility. The customer appreciates that you too are taking part in the resolution, or that you're working as a team and the best effort is ensured by the support staff."

"These are the obvious things, but there are more subtle customer needs that often only become apparent through a sequence of

The most awarded Salesperson in the Corporation and the longest-serving employee in the Region, Albert Cuschieri, has retired.

Here, Albert speaks about the secrets behind his legendary success, and his views of the Company he leaves after 25 years.



events.

"By servicing the customer's every need, we can build quality relationships."

Overlapping Job Descriptions

Servicing the customers' equipment was how Albert joined Digital back in 1966 — as the first Customer Service (nee Field Service) Engineer for SPR, or Digital Equipment Australia as it was known then.

With a grand total of three employees, however (400 in the whole of Digital at the time), one job description overlapped the next and, as Albert recalls, "I became a Salesperson by accident. They needed software installed, so I did that, and they needed someone to sell, so I did that as well."

His first official sale, to **The Southland Times** in Invercargill, New Zealand, "wasn't any big deal". It was 1967, and SPR was concentrating on its first commercial sites, selling Typset-8 computers (a version of the PDP-8) to an area where we almost totally displaced IBM, the newspaper industry.

"We had tremendous success with that product," says Albert, "and moreso in New

Zealand than anywhere else, covering seven out of ten newspapers there. But it was less selling than educating an industry on a product we knew to be excellent for their requirements. It was like being on a mission — we were selling in a restricted environment and no-one else had a product as good. I had credibility because of my technical background."

His experience in the newspaper industry, coupled with many years spent "educating" our third parties about our products, gave Albert an understanding of how to establish credible and long-term customer associations. This stood him in good stead when, in the late Seventies, Albert moved into a very different, more open commercial marketplace, dealing with major corporations across a variety of industries and in a highly competitive environment.

"In that atmosphere," Albert notes, "you have to think more in terms of what 'angle' will sell the product, than of simply telling a potential customer what it is they need to know. And there is more sense of elation when you make a sale."

"But in both restricted and open marketplaces, sales are often built less on product/fact than on emotion. If a customer likes the way you operate, and believes that you will be honest about the capability of your products, then that is sometimes enough to tip the scale in your favour."

"So, it still comes back to good account management. I knew my customers well. I knew our products well. I could match the two and fill in the in-between pieces."

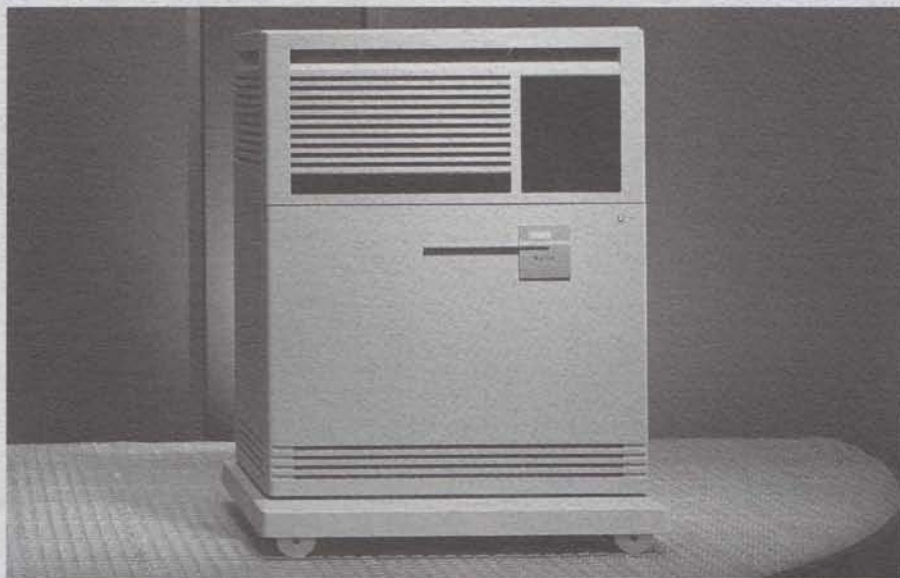
Digital is Special

According to Albert, the attractive and even addictive aspect of the job he leaves is not the win of any one sale, but the general pursuit of business through the year. His sense of personal achievement came from the realisation that he was going to make budget, and the knowledge that he'd helped a customer to grow in the right direction.

"What's special about Digital is that you can go to a customer with full confidence that the products you are offering are excellent, that you can spend time defining solutions and that your company values your efforts and your commitment. As products are being developed faster and as more companies offer similar products, Digital's approach of quality account management is going to make us stand out from the rest."

Albert says his plans for retirement revolve around the two-fold aim to relax and train to run a marathon. On behalf of many too numerous to mention here, we thank Albert for his loyalty, dedication and professionalism, and say farewell to one of the greats. He will be sorely missed.

New Products New Products New Products



THE FAMILY GROWS. The VAX 4000 Model 200.

New VAX 4000 Model Introduced

In January Digital released a new member of the VAX 4000 family — the VAX 4000 Model 200 — and significantly enhanced VAX 6000 datacentre systems with the addition of DSSI (Digital Storage Systems Interconnect).

Announced were:

- **The VAX 4000 Model 200**, low-end member of the VAX 4000 family, replaces the MicroVAX 3400 and uses RISC (Reduced Instruction Set Computing) technology to double performance for the same price.
- **Enhancements to the VAX 6000 line** including new storage subsystems; dual-host configurations that provide high availability at lower prices than previously available; ULTRIX support for VAX 6000 Model 500; and plans to deliver a Fibre Distributed Data Interface (FDDI) adapter for high-speed communications.
- **New DSSI storage products** for VAX systems.

The VAX 4000 Model 200 delivers 800 I/Os per second and is ideal as a server or time-sharing system for distributed transaction processing. It's also available in dual-host configurations for production-system applications that require low system downtime and high application availability, like banking and process manufacturing.

Good News for VAX 6000 Users

As for the new enhancements to the poll-topping VAX 6000 line (see story on page 4), all 10,000-plus existing VAX 6000 systems can take advantage of new, significant price and performance enhancements — such as the addition of DSSI storage products. Price/performance has been improved by 15%-20% for critical datacentre applications like transaction processing.



DON COOPER-WILLIAMS.

Digital also intends to connect the XMI (the VAX 6000 system bus and VAX 9000 I/O bus) directly to the FDDI, an open networking standard with high-speed I/O. FDDI networking is expected to be available in several months, greatly enhancing performance of transaction processing and imaging applications.

To further improve the openness of VAX systems (see "New Products" page last issue), support for both VMS and ULTRIX operating systems is also now available on all VAX 6000 computers.

Finally, new storage products extend support of DSSI technology to VAX 6000 systems. These include the KFMSA disk and tape adapter, SF200 storage array, SF72 storage array building block for SF200 storage array subsystems, and RF72 1-Gb, 5.25-inch DSSI disk, the foundation for the new DSSI storage arrays.

"These are very major price/performance and technology enhancements," says SPR's VAX Marketing Manager Don Cooper-Williams at SNO. "We're not only aggressively expanding market opportunities, we're also giving customers the additional benefits of new technologies." ■

"We're not only aggressively expanding market opportunities, we're also giving customers the additional benefits of new technologies."

Digital Targets Retail Banking

In other product announcement news, Digital has announced DECbank to help retail bankers deliver superior service, increase revenue and control costs.

DECbank brings together all parts of a bank, as well as outside sources such as credit bureaus or brokerage houses, and is based on Digital's distributed computing architecture and our commitment to industry standards. It offers retail banks and other financial institutions:

- an information network that spans the entire institution and beyond
- special hardware and software products to meet the bank's strategic requirements
- and service support for all information system investments around the world.

VAX 4000, DECsystem 5500 Go Vertical

The VAX 4000 Model 300 and DECsystem

5500 systems are now available in rack-mountable configurations, allowing users to save floor space with systems that grow vertically, not horizontally.

PCSA/LANworks Becomes 'PATHWORKS'

In case you missed it, Digital's family of PC and Macintosh integration products is now called PATHWORKS.

Digital has installed more than 10,000 licenses of the Macintosh products world-wide since the product began shipping at the end of September. In all, members of the PATHWORKS family have been sold to more than 500,000 PC and Mac users.

Today's PATHWORKS family, along with the DEC EtherWORKS family of controller cards, gives our users an extremely wide range of choices for configuring multivendor networks. ■

Winning TP Results go to Digital

According to benchmark results disclosed to the Transaction Processing Performance Council (TPC), Digital has the industry's best transaction processing (TP) numbers.

Benchmarks were performed on VAX 4000 Model 300 and VAX 9000 Model 210 systems running VAX DSM software, our integrated applications environment based on ANSI-Standard MUMPS.

For the test, the TPC Benchmark A (TPC-A) was the testing method used. To report measurements using the TPC Benchmark A Standard, a vendor must report the number of transactions per second (TPS) under certain conditions and also must show the cost per TPS (K\$/TPS), based on the price of the system.

The adjoining table shows Digital's results, along with the results reported by Hewlett-Packard using the same test on their H-P 3000 Systems running ALLBASE/SQL software. The figures for VAX DSM running on the VAX 4000 Model 300 represent the lowest cost/TPS in the industry.

Simply put, transaction processing is when a number of users share a single program and a single database with updating and query.

Rdb/VMS Rates 300.1 TPS

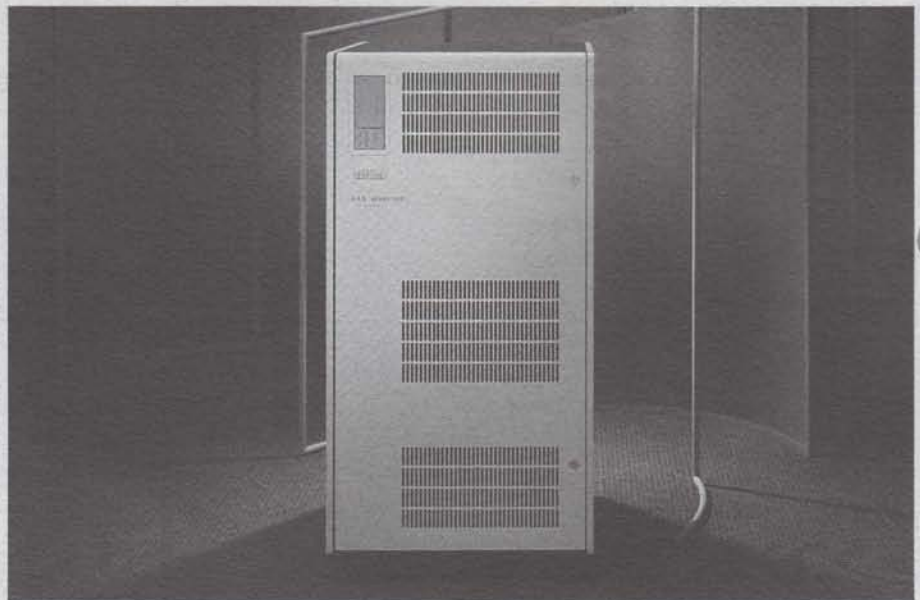
TPC-Benchmark B performance results for Rdb/VMS V4.0, our strategic relational database product, are more reasons for happiness.

The test ran on a VAXcluster system consisting of four VAX 6000 Model 540 systems. The results, in which Rdb attained a rate of 300.1 TPS, were audited by an independent consulting firm and reported to the TPC in January.

Rdb's 300 TPS is the highest TPC-B performance rate reported by any relational database vendor so far.

DECstation Wins Performance Tests

Not to be outdone, the DECstation 5000 workstation's claim to highest overall balanced performance among the industry's



most popular desktop workstations has been reinforced by results of more benchmark tests.

The tests, using industry-standard benchmarks for compute-intensive calculation, graphics and windowing performance, were conducted using the DECstation, Sun Microsystems' SPARCstation 1+, and IBM RISC System/6000 320 and 520 workstations.

In tests combining integer and floating point SPECmark and Graphics X11 benchmarks, our DECstation 5000 Model 200CX performance was:

- 1.2 times that of IBM's RS/6000 Models 320 and 520 workstations, and
- 2.5 times that of the SPARCstation 1+ (4/65) workstation.

Price/performance of the DECstation 5000 was 1.1 times that of the IBM Model 320, 1.6 times that of the IBM Model 520, and 1.9 times that of the SPARCstation 1+.

In tests using the X11perf benchmarks to compare X11-based window manipulation and graphics primitives display, the DECstation 5000's performance was 2.2 times that of the RS/6000 Models 320 and 520 and 6.6 times that of the SPARCstation 1+.

VAX Rdb Wins Award

Yet another US-based magazine, *Digital Review*, has announced that Rdb/VMS tied for first place with Ingres in that publication's recent competition for the best software products in the industry.

Voting is by readers the magazine, and DECwindows also won in its product category.

VAX 6000 Tops Poll

For the second year running, our VAX 6000 system has topped PC Week magazine's "Poll of Corporate Satisfaction."

PC Week, a US computer publication, polled more than 500 corporate buyers of minicomputers and published the results in its December 24 issue, which said: "Competing for top spot in the poll were Digital's VAX 6000 series and the H-P 3000 Series 900 from Hewlett-Packard."

"The VAX 6000 series edged out the H-P 3000 Series 900 in most of the 24 categories, earning 14 first place or tied-for-first-place finishes."

"The VAX 6000 series edged out the H-P 3000 Series 900 in most of the 24 categories, earning 14 first place or tied-for-first-place finishes."

Digital's system received top scores in several areas including as a server in a PC-based network, ability to support distributed applications running on PCs, range of applications, ability to add users incrementally, and ability to connect with systems with a different class of processor.

The poll revealed that buyers look for "reliability, available and knowledgeable technical support, and a good buy."

VAX 9000 Named "Product of the Year"

Readers of one of the industry's leading periodicals, *Datamation*, have voted our top-of-the-line VAX 9000 mainframe as "Product of the Year" for 1990.

The announcement was made in the February 15 issue of the magazine, and a

special awards presentation will be held in March.

Our VAX 9000 beat out competition from the IBM 3090 and Cray YMPZE machines to scoop the prestigious award. ■

Digital Reports Q2 Earnings

A glimmer of hope can be found in Digital's Q2 Corporate results, which show a 5% increase in sales for the same quarter a year ago.

For the quarter ended December 29, Digital reported total operating revenues of \$US3.4 billion, up from last year's Q2 of \$US3.2 billion.

On the downside, however, net income for Q2 was \$US111.1 million, versus last year's second quarter net income of \$US155.4 million. Quarterly earnings per share were \$US.92 versus \$US1.25 last year.

Total operating for the first six months of the year were \$US6.4 billion — up 2%. But net income was down to \$US137.3 million versus \$US306.2 million of the comparable period a year ago. Earnings per share were \$US1.12 versus \$US2.44 last year.

■ "Beginning to See Benefits" — Smith

"With this quarter's results, we're beginning to see benefits from several of our investments and our ongoing efforts to control costs and improve revenue growth," said Jack Smith, Senior VP for Operations.

"Our progress to date is an indication that we are on the right track but we know there's a lot of work ahead. The industry is changing quickly. We need to adjust our business to meet these changes and this all has to be done in a very uncertain economic environment.



JACK SMITH.

"World-wide service revenues grew 16%. Our EIS business continues to expand rapidly. And overseas revenues and demand strengthened," Jack said.

"Sales of our UNIX-based workstations and servers grew strongly as we expanded our market share (and) customer demand for our new VAX 4000 system exceeded our expectations.

"In addition, customer interest in our mainframe VAX 9000 system remains high. During Q2 we shipped more than 100 systems, and anticipate exceeding that number of system shipments in Q3 (Jan-Feb-Mar). To date, the Company has shipped more than 180 systems."

President Ken Olsen said, "Our financial stability and flexibility allow us to continue investments in high-growth business opportunities, customer support, (and) the

development of alternative and lower cost distribution channels and new technology.

"Customers are very excited by our integrated approach to multivendor systems," Ken added. "We call it Network Application Support — NAS — because it is a comprehensive implementation of open standards. We have more than 1200 applications built on NAS shipping from 650 software companies.

"In parallel, the continued evolution of VMS software to incorporate and comply with industry-standard interfaces is being well received by customers who want application portability and the robust computing environment that they expect from the VMS operating system.

"We are close to achieving our own vision of Digital as the Open Systems Company."



KEN OLSEN.

■ ... And in SPR

Subsidiary Manager Frank Wroe says he's confident of "double digit" growth this year.

That growth would be better than that of Australia's computer market, which analysts are predicting to finish at about 6% over 1990, and would be largely due to strong results in our Systems Integration business and increased emphasis on UNIX and open-architecture systems.



FRANK WROE.

SI revenues have doubled since last year and UNIX/Open Systems several fold, while PC sales continue to grow strongly.

In New Zealand, business results show that every target has been exceeded for the first half of the year and that employee productivity is running at an all-time high. ■

Executive Moves Combine EIS and CS

A series of key executive promotions will significantly enhance our global sales and service delivery capabilities, improve responsiveness to customers and simplify our organisational structure.

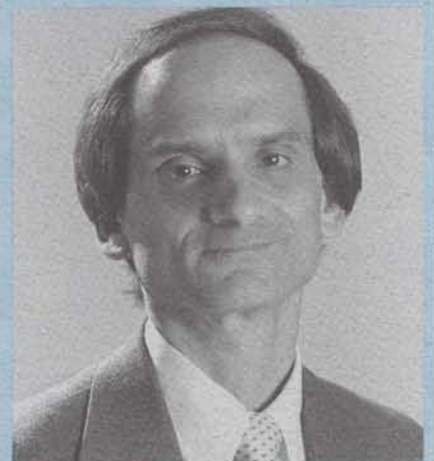
The moves were announced by Senior VP of Operations Jack Smith, and, according to Jack, "are designed to strongly position the Corporation to fully meet the challenges and customer needs of the dynamically evolving computer industry in the decade of the Nineties."

Russ Gullotti, formerly head of Corporate Enterprise Integration Services (EIS), has been named VP of Corporate Services in a move that combines the personnel and capabilities of our global Systems Integration and Support Services under one senior executive — providing a direct focus on the importance of "services" to the future of Digital.

Under this structure, the EIS and Customer Services (CS) organisations retain their geographic structure in the US, Europe and GIA, and Gullotti will report directly to Jack Smith with total Corporate responsibility for the world-wide services business.

Other key moves are:

- Don Zereski, formerly VP of CS, now serves as VP of the US Area with direct responsibility for all sales and services, delivery of products, and management activities associated with all US-based customers.
- Dave Grainger has been named VP of the newly-created OEM/VAR Business Group, with global responsibility to expand the focus of our indirect sales channels worldwide. David was formerly VP of US Sales and Services. ■



RUSS GULLOTTI.

GIA First in SPR

The Software Manufacturing Business Group at SNL is pushing new manufacturing technology and — in the process — making the world smaller.

In November 1990, the SMBG announced a first in GIA: the electronic submission of a new software product, the DEC WAN (Wide Area Network) Device Drivers V1.0.

Sending software and documentation masters to Manufacturing via the network will make the norm same-day, first customer ship — world-wide.

Submission of software product is when Engineering passes masters of both software and documentation to Manufacturing for production. Until now, this process has been a physical one and, with SPR so far removed from the US and Europe, could occur up to three weeks later here than in the rest of the world — which goes a long way to explaining why SPR customers often have their software kits later than their American counterparts.



When electronic submission, or sending software and documentation masters to Manufacturing via the network, is combined with a world-wide electronic library, delays like that will become a thing of the past. Instead, the norm will be same-day, first customer ship (FCS), world-wide.

Reduced Cost, Less Time to Market

Back to the DEC WAN Device Drivers V1.0: using the new software tools of EDM and EDMATIC, a sophisticated print and formatting package, T&N's technical writer Eduarda Silveira wrote the software manuals using VAX Document and EDM.

The manuals were then copied electronically from T&N's home on Queensland's Gold Coast (OZY) to Manufacturing at SNL, where SMBG Business Development Manager Jeff Sunderland processed them through EDMATIC — allowing the files to be made into film for printing at the print vendor's site and eliminating another step in the old process.

Jeff says the technology will now allow remote manufacturing sites within Digital to send masters electronically to other manufacturing sites, putting SPR on the "starting block" at the same time as the rest of the world.

It also saves dollars for Digital, as the traditional skills of the printer of setting up the print plate can now be accomplished using Digital's own software tools. This gives the Company new opportunities for outsourcing, using the print vendor's shop to actually assemble the product and ship to stock the completed product — reducing our internal overhead costs.

According to Jeff, "It gives us the ability to cut costs in freight, duty and tax, and also reduces our time to market for product... all this while increasing print quality, since the new electronic masters have four times the clarity of the old masters."

Needless to say, the new DEC WAN Device Drivers product met world-wide FCS goals, shipping on time. ■

Charities Thank Social Club

All funds raised by the Sydney Social Club Raffle announced in June's issue went to help three eminently worthwhile charities: the Smith Family, the Multiple Sclerosis Society and St Vincent's Hospital.

Here's what *they* have to say about the nearly \$A1800 raised.

Please accept our sincere thanks on behalf of the members of the Digital Social Club and Digital Equipment Corporation. The funds raised will assist the National MS Society in the fight against multiple sclerosis.

Your assistance will help to eliminate MS through sponsoring of specific high-quality research projects. These projects funded by the NMSSA have undergone thorough scrutiny according to the most stringent guidelines to ensure their particular objectives will be met.

Peter Lane
Research Fund Manager
National Multiple Sclerosis Society of Australia

I am pleased to acknowledge your generous donation to St Vincent's Hospital's Bone Marrow Transplant Unit.

On behalf of the Sisters of Charity and the Board of the Hospital, may I take this opportunity to thank you for your generous

donation. Please share this letter with the members of your Social Club.

Wayne Clarke, PhD
Development Director
St Vincent's Hospital

Thank you very much for Digital Social Club's recent generous donation to The Smith Family's welfare work. The support of groups such as yours is very important as the number of children and adults we are helping is growing alarmingly and we expect increasing demands on our services.

Your donation will enable us to give Christmas hampers and toys to families and children who would otherwise have had nothing, and to continue to provide assistance during 1991.

Penny Gorman
General Manager
Media and Appeals
The Smith Family

Digital's Expanding Real Estate

With all the talk going on of a recession, one could be forgiven for thinking that now is not the time to be spending money. Yet we're doing just that — on real estate.

Why? Because Digital is here for the long haul and because management has confidence in the future.

Our Facilities team is making its plans accordingly, investing in the future and laying the groundwork for the economic boom which will, inevitably, follow the current bust.

To be more specific, Digital's ensuring that our infrastructure, our sales and administrative offices and our CS centres are ready for the rush. And there are always opportunities — even in a poor economy.

From Perth to Christchurch

As well as overseeing the construction of our new \$A85-million regional headquarters at Rhodes (SNO) in Sydney, Facilities are refurbishing customer and employee areas in the Melbourne (MEO) office, consolidating in Wellington (WEO), expanding and refurbishing in Perth (WPO), expanding in the Gold Coast (OZY), and relocating to new buildings in Adelaide (ADO) and Christchurch (CCO).

Terry Benson, SPR's Administration Manager with overall responsibility for Facilities, is the man in charge of Digital's real estate policy in SPR. "Our real estate strategy reflects our intentions in the South Pacific: we're here to stay."

"We plan ahead, and our strategy is governed by a five year plan, with a two year action period," Terry says. "Even in the worst of times, there are sound reasons for refurbishing existing premises or acquiring new premises."

"In Wellington, for example, we're consolidating three offices into one because we grew so fast and have only now found the right location for our office," he explains.

"There are opportunities also at present. Real estate is cheaper, and landlords are eager to have sound long-term lease clients like Digital."

Planning for FY96

Terry says that our real estate strategy is flexible — a lot can happen in five years — but three factors are immutable: location, and building quality and efficiency.

Location is governed by our aim to position each of our facilities so that they're visible, conveniently placed for customers, provide space for growth, and have adequate parking and transport facilities for staff.

In turn, these factors are subject to available property and development opportunities.

In major cities such as Sydney and Melbourne, separate Sales offices are located within the central business districts for the convenience of major customers. A different philosophy governs the location of CS units, however, which are placed as close as possible to the location of our customers'

actual computer facilities.

As a general rule, Digital's philosophy is to purchase space of about 9300 square metres (100,000 square feet) or greater, since it's usually more cost effective. This requirement means a large workforce that's going to be there for a long time and which supports a large customer base.

Location is not compromised at the price of prestige. This, Terry feels, is also a reflection of the way Digital is run. "We look for quality without ostentation. We're not in a fancy building here at Rhodes. It's not a high rise ... just relatively attractive, very efficient, and with plenty of parking for customers and employees."

The Company tries to be involved in the design and construction of every building from the outset, even if it's only when leasing part or all of the building. "We used to do this with external consultants," explains Terry, "but now we find we're much better off doing it with our own people. We have shown a marked improvement in the quality of the buildings chosen and their fit outs. Problems we used to have laying out a building don't occur any more. We realise we are making a big investment and we've grown a lot smarter."

Special Requirements

As a computer company, Digital has special requirements around power, air-conditioning

Continued on next page

AROUND SPR

AUSTRALIA

Sydney

Rhodes Regional HQ (SNO)
Alexandria (SNS)
Chatswood (SNH)
Epping (SNE)
Lane Cove (SNL)
Lane Cove (SNA)
Milton's Point (SMP)
O'Connell Street (SNM)
St Leonards (STL)

NSW

Albury (UWO)
Newcastle (NLO)
Tamworth (TTH)
Wagga Wagga (WWG)
Wollongong (WGO)

ACT

Canberra (CAO)

Melbourne

Box Hill (MEO)
Downtown (MEA)

Victoria

Bendigo (SDB)
Geelong (MEO)

South Australia

Adelaide (ADO)
Salisbury (SAJ)



Adelaide



Wellington



Bond University

Queensland

Brisbane (BBO)
Gold Coast (OZY)
Townsville (TVO)
Innisfail (CAI)
Mackay (QEO)
Rockhampton (RWO)

Northern Territory

Darwin (DAO)
Alice Springs (ASP)

Tasmania

Hobart (TZO)
Launceston (UAO)

Western Australia

Perth (WPO)

NEW ZEALAND

North Island

Auckland Country HQ (NZO)
Hamilton (HMO)
Palmerston North (PZO)
Rotorua (NZO)
Wellington (WEO)

South Island

Christchurch (CCO)
Dunedin (DUO)
Invercargill (INV)

FIJI

Suva (FJI)

and room layout. The cost and time taken to fit out a building can be greatly reduced if many special facilities are included in the initial design — but key issues remain the building's shape, usable internal space and the services required.

Also, specific presentation areas are designed for different types of customers, such as the refurbishment of the Melbourne downtown office, MEA, that includes an area for finance and banking.

Horizontal floor layouts, such as at Rhodes, are preferred to high rise because employee morale and productivity are found to be

"Our real estate strategy reflects our intentions in the South Pacific: we're here to stay." — Terry Benson

greater when people can work together, with less time spent walking back and forth than going up and down in lifts.

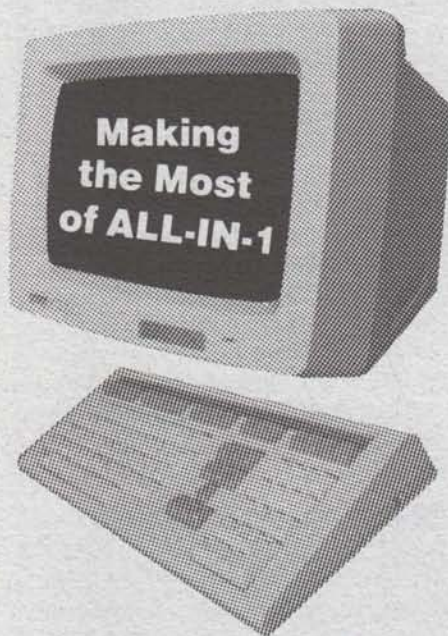
After choosing a location and fitting it out comes the corporate equivalent of moving

house: relocation.

"We try and make the move invisible to our customers and cause the least inconvenience to employees, who leave work on Friday and start business again on Monday at the new location."

Digital in SPR today boasts 34 Australian sites (of which 15 are CS) comprising about 54,700 square metres of floor area. In New Zealand we have nine sites (of which six are CS), comprising about 7000 square metres of floor area.

Taken together, that amount of space is equivalent to six full-size city blocks, nearly 250 tennis courts or a Chatswood Tower of 88 storeys. ■



Q Can I change my VMS password from within ALL-IN-1?

A Yes. From any ALL-IN-1 menu, type US (User Set-up) and press RETURN. Then type CP (Change Password) press RETURN. You will then be prompted for your old password — key it in and press RETURN. You'll then be prompted to key in your new password twice, the second time for verification. Next time you log into ALL-IN-1, use your new password.

Note: As mentioned, you can access the US (User Set-up) option from any ALL-IN-1 menu but it actually is a screen option on the second menu of the main screen. At the main menu, press Next Screen to see the US option.

Q When I print some messages, I get about five pages of distribution list before the actual message prints. Can I stop this from happening?

A Yes. Again, from any ALL-IN-1 menu, type US (User Set-up) and press RETURN. Then use the option PO (Print Options) press RETURN. Using the Tab key, move to the Suppress dist (Y/N): and type in Y. Press RETURN to save your changes.

Q When editing a document or mail message, is there a quick way to get to the left or right of a line of text?

A Yes, press GOLD Right Arrow → to move to the right and press GOLD Left Arrow ← to move to the left.

Q I'm going on holidays and need to let people who send me mail know that I won't be around to answer their messages. Is there a way I can set this up with ALL-IN-1?

A Yes. From the Electronic Messaging menu, type AR (Auto Reply) and press RETURN. You are then prompted to fill in a Folder and Title name. Give it a name just as you would any new document. You can use an existing folder name if you want to.

You are then placed within the WPS-PLUS editor. Type in the message you want everyone to receive; ie "On holidays until 1991. See Mary Smith for all credit and collection queries." File the document.

Now, when anyone sends you mail, they'll receive a copy of the auto reply message. When you return from holidays, use the CR (Cancel Auto Reply) to stop the message being sent out. The AR (Auto Reply) and CR (Cancel Auto Reply) options can be seen from the second screen of the Electronic Messaging menu. Press NEXT SCREEN twice to see these options. ■

Editor's Note

In line with measures being taken Company-wide to reduce spending, *Digital* is reducing the number of its pages and, as a result, it may be necessary to hold over some material. We appreciate your understanding — but keep those photos, story ideas and suggestions coming. ■

Career Milestones

JANUARY

☐ **Five-Year Recipients**

Vijay Sreedhar, SNE CS
Alan Scott, ADO Sales
Nigel Page, MEO EIS
Rick Hood, WPO EIS
Bob Cant, NZO CS
Allan Paull, SNO Mktg
Christopher Devitt, CAO CS
Scott Geldard, ALI CS
Ronald Hanfling, WGO CS
Vincent Kraak, SNO Sales
Andrew Johnson, MEA Sales

☐ **Ten-Year Recipients**

Andrew Nash, OZY T&N
Bret Hirshman, STL CS
Robin Doube, SNO Personnel
David McCowan, MEA Sales

FEBRUARY

☐ **Five-Year Recipients**

Heng Aung, MEO CS
John McCormack, MEO CS
Peter Papaioannou, STL CS
George Conditis, SNE CS
Warrick Peebles, SNO Cus Ops
Philippa Brown, WPO Cus Ops
Wendy Burgin, MEO Cus Ops
John Davidson, SNO Mktg
Maggie Alexander, SNO Mktg
John Harradine, SNO Pers
Van Jones, BBO Cus Ops
Paul Dryburgh, MEO Sales
Peter Fortunatow, SAJ CS
Sharon Grove, SNL CS
Gary June, SNO EIS

☐ **Ten-Year Recipients**

Nick Sayer, BBO CS
Max Eastwell, SNO CS

☐ **Fifteen-Year Recipient**

Andrew Shimmin, WPO EIS

Paul's Brilliant Career

Paul Williams retired from Digital in December, concluding a career spanning 18 years.

Paul joined as a Sales Rep in the early days of the Crows Nest Regional office, and saw the Company grow from a staff of around 90 employees in 1972 to the present day.

His career included direct selling, Unit and District Sales Management, a stint as SPR's Educational Services Manager and, in recent years, Sales Operations Manager.

Paul Williams believes he is "privileged" to have been part of a company that's been in the forefront of the history of information technology.

"Being part of Digital during its years of dramatic growth meant I was able to develop myself, my knowledge and my career along a number of paths.

"I recognise, however, that these are difficult times for the whole industry, and a few comments come to mind that may be helpful to a new generation of Digits," he said.

"I hear much concern that opportunities for growth and personal development seem to have disappeared... and I believe there're a number of things you can do to take advantage of a changing situation:

"First, get a perspective on what's happening in the computer industry. Survival of the corporate fittest is the order of the day. There are many parallels to what is happening in the computer industry from the dinosaurs that disappeared for failing to adapt, to the survival of the motor industry which restructured to take on the mass requirements of the market during the 1920s."

Customers no longer want the old solutions, Paul said, so innovation and restructuring is happening amongst all computer manufacturers — not just Digital. "Ultimately, the prosperity of any company is only as good as the degree to which its products and employees can adapt and satisfy the needs of their customers," he said.



"Secondly, the same survival principle applies to the individual. You are responsible for your own career. If things don't work out, don't sit around waiting for things to happen.

Digital, a Long-term Survivor

"I believe Digital will be a long-term survivor because there are many young and ambitious people in the Company who will recognise that there's a revolution under way. (They will) see new opportunities and drive future innovative management."

Paul believes it's important for senior management to understand that in the present climate, Digits feel uncertain as to the future. "People need to be shown the way," he said. "There needs to be a clear message from the top to ensure that Digital's wealth of willing talent can participate in turning Digital around."

The prosperity of any company is only as good as the degree to which its products and employees can adapt and satisfy the needs of their customers.

Finally, Paul has been planning his retirement for some time and paraphrased a well-known writer: *"Nothing concentrates the mind so wonderfully as one's impending retirement."*

"When people hear you're retiring, their attitude suddenly changes. They endow you with the power to do all the good things of life — long weeks instead of long weekends, unlimited travel, late breakfasts, all the time in the world to do as you please and, of course the unlimited cash to make it happen."

Experience — Your Greatest Asset

Feeling obliged to set the retirement record straight, Paul said, "No age is soon enough to start thinking about how you will manage your life when you no longer have a full-time job.

"As my wife Olga reminds me, the first thing you notice is that your salary is zero, company benefits disappear, there are no subsidised lunches except from Meals on Wheels, and your monthly cash flow seems to acquire a bigger, more permanent minus sign than before.

"Don't despair. At retirement your greatest asset will be yourself, your personal experience. Take a regular inventory of your talents and experience, and you'll be surprised just how much you have going for you that can be applied in retirement.

"Having lead an active business life, I'll find it hard not to keep my hands on some activity on a part-time basis."

Not wanting to say farewell, Paul concluded, "I've had a great innings, and I'm now looking forward to a whole new world of experience. May I take this opportunity to wish Digital, my friends and fellow employees total success in the years ahead."

From us it's a big **ditto** to a man who played a major role in shaping the face of Digital over nearly two decades. He will be sorely missed. ■

* Next issue: Jolande Brothers.

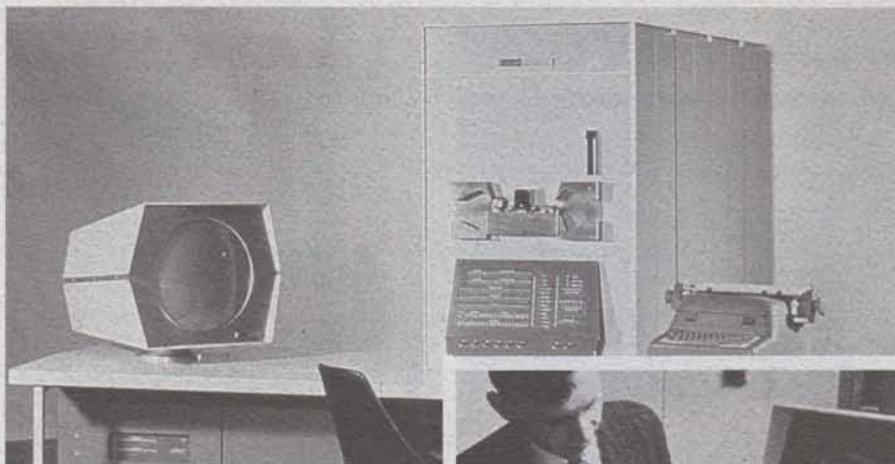
Open Systems: a Definition

One thing that Paul Williams recommends is a clear understanding about what's happening within the computer industry... and these days, the knowledge of what constitutes an 'Open System' is pretty important no matter what your job is within Digital.

Here's a Digital-developed definition that's been adopted by, among others, the US National Institute for Standards and Technology, the European Workshop for Open Systems, industrial giants General Motors and DuPont, and the governments in

the UK and the US. It defines an Open System as: *A system that implements sufficient open specifications for interfaces, services and supporting formats to enable properly engineered applications software:*

- to be ported across a wide range of systems (with minimal changes)
- to interoperate with other applications on local and remote systems, and,
- to interact with users in a style which facilitates user portability. ■



AND THEY SAID IT COULDN'T be done, but the PDP-1 — first introduced in 1960 — did it...

As well as reaching the grand ol' age of thirty, other firsts pioneered by Digital with the PDP-1 were the first economical time-sharing system, the first video game ("Spacewar", inset), and an early word processor.

★★★



DIGITS ROARED the night of November 30th away in fine Mardi Gras style for the Sydney Adult's Christmas Party, made possible by SPR Management. Top shows how fierce the limbo rock competition became (note the helping foot?), but even those that didn't "get down" partied hardy, and a good night was had by all.



THOUGHT FOR THE DAY: Great spirits have always encountered violent opposition from mediocre minds. — Albert Einstein

★★★

Digital hosted 56 Higher School Certificate students in January, one day in a week-long program organised by the Royal Society to foster interest in science among NSW's students.

The budding scientists learned about Digital's style of engineering and R&D activities with universities and software developers, met the star of DECWORLD, "Diddly" (Digital's Integrated Distributed Database Laboratory), were put in the picture by VAX Camera, and learned about the history of computing from the first Australian minicomputer, the PDP-8, to the VAX 9000 mainframe.

Students reported that Digital's presentation was the highlight of the week — a credit to efforts of Edu's Jayne McIntosh and Hugh Olivier to organise the events at SNA and SNO, and a host of presenters who gave of their time.



World Update



Brazil: Telecommunicacoes Brasileiras, SA — TELEBRAS — the national telecommunications and telephone company of Brazil, will implement Computer Based Interactive Video (CBIV) instructional tools and techniques from Digital to train its workforce of 100,000 employees.

TELEBRAS is a nation-wide corporation comprising 30 telecommunications companies serving all the states of Brazil. Its infrastructure includes more than 15 million telephones, 83,000 kilometres of microwave trunks, two satellites and three submarine cables.

Germany: Digital is acquiring 65% of a new company being formed from the

Mannesmann Kienzle Computer Systems Division — Germany's second-largest domestic computer supplier — PROCAD GmbH and PCS GmbH divisions of Mannesmann Kienzle.

The new company will be called "Digital Kienzle", headquartered in Villingen, Germany and 35% owned by Mannesmann AG. It will have sales offices in 28 German cities and in other European countries, and feature one of Germany's premier UNIX software development organisations.

Digital's investment will be DM340 million (\$US230 million), the largest external investment in our history.

America: Digital is closing our manufacturing plant in Phoenix,

MY HOW YOU'VE GROWN! Con (SNL Repair Centre Manager) and Helen Tambassis wheeled their cute quadruplets — James, Kurt, Fiona and Debbie — to Sydney's Children's Christmas Party. The fab four made national headlines when born in September 1989.



At SNO, a Digit was asked about the state of her health after returning from a doctor's appointment. "My doctor said I was as sound as a dollar. That scared the #!% out of me."

★★★

Overheard outside an MEO office: "Be realistic. Plan for a miracle."

★★★

Overheard in SNO Marketing: "To catch a mouse, make a noise like a cheese."

★★★

No matter how you fan them, some reams of paper are downright unruly. Cures to beat the laser paper blues range from barriers constructed of coffee stirrers, bent paper clips and delicately aligned overheard transparency film. One SNO Digit even used a one cent coin enshrined in plastic and fixed in such a way as to force printed sheets neatly into the allotted tray.

You guessed it . . . next day, someone had pinched the penny!

Arizona, or PNO. The plant PNO opened in 1975 and at its peak, in 1981, had 1800 people. Currently, 476 employees work in the 525,000 square feet facility.

UK: Digital has acquired the financial services business of Data Logic, Ltd, a wholly owned subsidiary of Raytheon United Kingdom, Ltd.

The London-based division is a leading supplier of financial information distribution systems for trading rooms, with systems installed in more than 30 thirty European banks throughout Europe.

Digital will own the rights to Data Logic's trading-related products.

America: Digital has won two sales totalling more than \$US16 million in systems and services to retailers.

Toys "R" Us purchased 1300 MicroVAX 3100 systems to be installed in over 700 Toys

"R" Us and Kids "R" Us locations in the US, while CVS, which has over 1300 stores across America, purchased 1300 DECstation PCs.

UK: Digital has won a \$US28-million deal with British retailer WH Smith to supply and run that company's computer network. Our network will link WH Smith's stores, distribution centres and administrative offices. WH Smith has nearly 2100 outlets in Great Britain, US and Canada.

America: The Opportunity 2000 Award has been given to Digital for its leadership work in addressing cultural diversity issues. At a ceremony held in Washington DC, US Secretary of Labor Elizabeth Dole commended John Sims, VP Strategic Resources, for the Company's continuous commitment to equal opportunity and for its innovative strategies to improve the quality of its workforce. ■



SO THIS WAS CHRISTMAS, employees' kiddies in Sydney didn't go without thanks to Santa (Michael Nicolls), face painters, clowns and the customary load of much-appreciated pressies. Thanks also to all the Santa's Helpers who made the day, despite torrid heat, such a resounding success.

★★★



THE YOUNG ARTISTS whose works adorn the halls of SNO were officially thanked by Digital in December, with 50 children aged between five and 20, their parents and teachers being feted. Here, Regional CS Manager Graeme Shorter admires one painting, joined by the budding young master and his teacher.

The children's artwork was supplied by UNICEF's annual art competition, in return for a generous contribution to UNICEF's worthy cause.

★★★

Five-year Digit Pene Piip, better half of CS Engineer and 14-year-man Erik, has asked *Digital* to pass on the couple's thanks to all their friends made during their time with Digital. Pene, Erik and son Samuel moved Stateside in November, with Erik taking up a position with the CSSE group at Maynard.

"To our many friends in Canberra, Sydney, Alice Springs and as far north as Townsville, we would like to say that if you are ever in Massachusetts, look us up. We'll be happy to extend our Aussie hospitality to you!"

★★★

Overheard after a meeting at NZO when, after making a carefully prepared speech, the still-flustered Digit asked his friend, "How would you have given that presentation?"

The reply: "Under an assumed name."

Inside

- 2 View from the Top**
The Corporation's most awarded Salesperson, Albert Cuschieri, bids Digital adieu. We have his parting thoughts.
- 4 Big Winners**
Digital hardware and software has what it takes to win industry awards.
- 7 Room to Move**
What's the equivalent of ten rugby grounds? Answer: the amount of floorspace occupied by Digital in SPR.
- 8 All About ALL-IN-1**
Increased productivity at your fingertips.
- 9 Paul Bows Out**
Long-serving and much-liked Digit, Paul Williams, talks about the Company he leaves behind.

digital

Digitalk, the official magazine for Digital Equipment Corporation's employees in the South Pacific Region (SPR), is published by Digital Equipment Corporation (Australia) Pty Limited, Corporate Communications SNO 2-3/F3, 410 Concord Road, Rhodes NSW 2138 Australia.

Editor: Stephen De Kalb. Special contributors to this issue: Terry Benson, Tony Brown, Ragnar Bulie, Albert Cuschieri, Bill LeBlanc, Chris Rolinson, Nicole Smith and Paul Williams. Special thanks to Inside Contact @CFO.

The Digital logo, ALL-IN-1, DECbank, DEC, DEC EtherWORKS, DECstation, DECsystem, DEC WAN, DECwindows, DECworld, MicroVAX, NAS, PATHWORKS, PDP, Rdb/VMS, ULTRIX, VAX, VAXcluster, VAX DSM and VMS are trademarks of Digital Equipment Corporation.

IBM is a registered trademark of International Business Machines Corporation. Macintosh is a registered trademark of Apple Computer, Inc. TPC-Benchmark B is a trademark of the Transaction Processing Performance Council. UNIX is a registered trademark of UNIX System Laboratories. ©Digital Equipment Corporation (Australia) Pty Limited 1991.

Printed in Australia on recycled material.

All contributions are welcomed. Please send photographs, stories and suggestions to:
— *Digitalk*, SNO 2-3/F3
— "CORP" via ALL-IN-1
— Tel (02) 561 5266
— Fax (02) 561 5850

Contributors' Schedule:
May issue — March 29
June issue — May 3
July issue — May 31

7-Minute Maze

Experts say this month's labyrinth should take a level-headed Digit about 400 seconds to complete.

Start at the right work your way left, don't be surprised if you get lost, and see how fast or slow you find the exit. Then, photostat or clip your entry and send it to *Digitalk*, SNO2-3/F3 by the March 22 time limit!

One entry will be selected from all correct ones received, with the winner dining on us to the value of \$A100. Happy navigating!

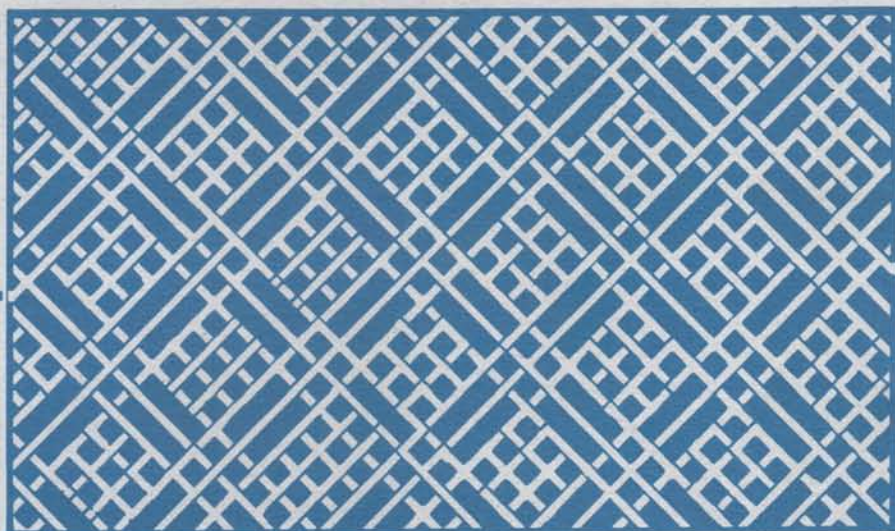
Winners Galore

STL CS Engineer Nelson Mak won our October issue's round-about maze contest, while the

four-way puzzle from December's magazine was finished in fine style by SNL Repair Centre Manager Con Tambassis. Congrats to both winners, and our sincere thanks to the MANY hopefuls who entered.

Our mystery logo from October also created a bit of work for SNO's Mailroom folks. Guesses as to its origin arrived en masse, from as far away as the USA, Belgium and Israel, and answers ranged from Greek and Hebrew to Thai.

Well, Hebrew it was — made even harder to decipher because we'd (mistakenly) printed the logo upside down! Thanks to Steven Bloom of STL's Customer Support Centre for setting us straight, and to everyone else who responded: Shalom!



3

003734

MAX BURNET
CORPORATE RELATIONS MANAGER
SNO 1-2/C5